



**INFORMATION CITED BY APPLICANT THAT MAY BE MATERIAL TO THE  
PROSECUTION OF THE SUBJECT APPLICATION**

Applicant: Douglas Allyn Miller Attorney Docket No. DIGE123354  
Client Ref. No.: 084.1  
Application No.: 09/883,098 Art Unit: 2614 / Confirmation No.: 7973  
Filed: June 14, 2001 Examiner: James R. Sheleheda  
Title: ADVERTISEMENT SWAPPING USING AN AGGREGATOR FOR AN  
INTERACTIVE TELEVISION SYSTEM

**U.S. PATENT DOCUMENTS**

| *Examiner Cite<br>Initials No. | Document No. | Kind<br>Code | Date<br>(mm/dd/yyyy) | Name              |
|--------------------------------|--------------|--------------|----------------------|-------------------|
| JS U1                          | 5,745,837    | A            | 04/28/1998           | Fuhrmann          |
| JS U2                          | 5,790,806    | A            | 08/04/1998           | Koperda           |
| JS U3                          | 6,064,420    | A            | 05/16/2000           | Harrison et al.   |
| JS U4                          | 6,230,203    | B1           | 05/08/2001           | Koperda et al.    |
| JS U5                          | 6,252,952    | B1           | 06/26/2001           | Kung et al.       |
| JS U6                          | 2001/0050920 | A1           | 12/13/2001           | Hassell et al.    |
| JS U7                          | 2002/0124246 | A1           | 09/05/2002           | Kaminsky et al.   |
| JS U8                          | 2002/0144262 | A1           | 10/03/2002           | Plotnick et al.   |
| JS U9                          | 2002/0194589 | A1           | 12/19/2002           | Cristofalo et al. |
| JS U10                         | 2005/0015796 | A1           | 01/20/2005           | Bruckner et al.   |

**FOREIGN PATENT DOCUMENTS**

| *Examiner Cite<br>Initial No. | Document No. | Kind<br>Code | Publication Date<br>(mm/dd/yyyy) | Country | English<br>Abstract Translation<br>Provided Provided |
|-------------------------------|--------------|--------------|----------------------------------|---------|--|
|-------------------------------|--------------|--------------|----------------------------------|---------|--|

NONE

/James Sheleheda/ 05/25/2006

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>PLC</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100

OTHER INFORMATION

| *Examiner<br>Initial | Cite<br>No. | Description (Including Author, Title, Date, Pertinent Pages, Etc.)                       |
|----------------------|-------------|--|
| JS                   | O1          | Office Action dated August 10, 2005, cited in related Patent Application No. 09/878,139. |

**Examiner**

/James Sheleheda/

**Date Considered**

05/25/2006

\*Examiner: Initial if reference considered, whether or not citation is in conformance with M.P.E.P. § 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

DPC:clm

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>LLC</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100



FOURTH SUPPLEMENTAL INFORMATION CITED BY APPLICANT THAT MAY BE  
MATERIAL TO THE PROSECUTION OF THE SUBJECT APPLICATION

Applicant: D.A. Miller Attorney Docket No.: **DIGE123354** (Digeo 084.1) (new)  
005217.P055 (old)  
Application No.: 09/883,098 Art Unit: 2614  
Filed: June 14, 2001 Examiner: J.R. Sheleheda  
Title: ADVERTISEMENT SWAPPING USING AN AGGREGATOR  
FOR AN INTERACTIVE TELEVISION SYSTEM

U.S. PATENT DOCUMENTS

NONE

FOREIGN PATENT DOCUMENTS

NONE

OTHER INFORMATION

(Including Author, Title, Date, Pertinent Pages, Etc.)

| *Examiner<br>Initial | Cite<br>No. |  |
|----------------------|-------------|--|
| JS                   | O2          | Office Action issued March 20, 2006, in related U.S. Patent Application<br>No. 09/878,139, filed June 8, 2001. |

**Examiner**

/James Sheleheda/

**Date Considered**

05/18/2006

\*Examiner: Initial if reference considered, whether or not citation is in conformance with M.P.E.P. § 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

KLM:sdd/ctg

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>SM</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100



INFORMATION CITED BY APPLICANT THAT MAY BE MATERIAL TO THE  
PROSECUTION OF THE SUBJECT APPLICATION

Applicant: Douglas Miller Attorney Docket No.: DIGE123354 (084.1)  
Application No.: 09/883,098 Art Unit: 2623/ Confirmation No.: 7973  
Filed: June 14, 2001 Examiner: James R. Sheleheda  
Title: ADVERTISEMENT SWAPPING USING AN AGGREGATOR FOR AN  
INTERACTIVE TELEVISION SYSTEM

U.S. PATENT DOCUMENTS

| *Examiner<br>Initials | Cite<br>No. | Document No. | Kind<br>Code | Date<br>(mm/dd/yyyy) | Name            |
|-----------------------|-------------|--------------|--------------|----------------------|-----------------|
| JS                    | U10         | 4,303,937    |              | 12/01/81             | Cook            |
| JS                    | U11         | 4,331,974    |              | 05/25/82             | Cogswell et al. |
| JS                    | U12         | 4,404,589    |              | 09/13/83             | Wright Jr.      |
| JS                    | U13         | 4,630,108    |              | 12/16/86             | Gomersall       |
| JS                    | U14         | 4,706,121    |              | 11/10/87             | Young           |
| JS                    | U15         | 4,888,638    |              | 12/19/89             | Bohn            |
| JS                    | U16         | 5,055,924    |              | 10/08/91             | Skutta          |
| JS                    | U17         | 5,155,591    |              | 10/13/92             | Wachob          |
| JS                    | U18         | 5,353,121    |              | 10/04/94             | Young et al.    |
| JS                    | U19         | 5,446,919    |              | 08/29/95             | Wilkins         |
| JS                    | U20         | 5,479,266    |              | 12/26/95             | Young et al.    |
| JS                    | U21         | 5,479,268    |              | 12/26/95             | Young et al.    |
| JS                    | U22         | 5,532,754    |              | 07/02/96             | Young et al.    |
| JS                    | U23         | 5,585,858    |              | 12/17/96             | Harper et al.   |
| JS                    | U24         | 5,727,060    |              | 03/10/98             | Young           |
| JS                    | U25         | 5,809,204    |              | 09/15/98             | Young et al.    |
| JS                    | U26         | 5,833,468    |              | 11/10/98             | Guy et al.      |
| JS                    | U27         | 5,870,150    |              | 02/09/99             | Yuen            |
| JS                    | U28         | 5,886,746    |              | 03/23/99             | Yuen et al.     |
| JS                    | U29         | 5,892,536    |              | 04/06/99             | Logan et al.    |

/James Sheleheda/ 05/25/2006

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>SM</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100

|           |     |              |    |          |                   |
|-----------|-----|--------------|----|----------|-------------------|
| <u>JS</u> | U30 | 5,929,850    |    | 07/27/99 | Broadwin et al.   |
| <u>JS</u> | U31 | 5,940,073    |    | 08/17/99 | Klosterman et al. |
| <u>JS</u> | U32 | 5,970,206    |    | 10/19/99 | Yuen et al.       |
| <u>JS</u> | U33 | 5,973,723    |    | 10/26/99 | DeLuca            |
| <u>JS</u> | U34 | 5,974,222    |    | 10/26/99 | Yuen et al.       |
| <u>JS</u> | U35 | 5,995,092    |    | 11/30/99 | Yuen et al.       |
| <u>JS</u> | U36 | 6,002,393    |    | 12/14/99 | Hite et al.       |
| <u>JS</u> | U37 | 6,029,045    |    | 02/22/00 | Picco et al.      |
| <u>JS</u> | U38 | 6,070,186    |    | 05/30/00 | Nishio            |
| <u>JS</u> | U39 | 6,100,941    |    | 08/08/00 | Dimitrova et al.  |
| <u>JS</u> | U40 | 6,160,570    |    | 12/12/00 | Sitnik            |
| <u>JS</u> | U41 | 6,263,505    | B1 | 07/17/01 | Walker et al.     |
| <u>JS</u> | U42 | 6,487,538    | B1 | 11/26/02 | Gupta et al.      |
| <u>JS</u> | U43 | 6,546,556    | B1 | 04/08/03 | Kataoka et al.    |
| <u>JS</u> | U44 | 6,546,566    | B1 | 04/15/03 | Geisel            |
| <u>JS</u> | U45 | 6,588,015    | B1 | 07/01/03 | Eyer et al.       |
| <u>JS</u> | U46 | 6,732,183    | B1 | 05/04/04 | Graham            |
| <u>JS</u> | U47 | 6,937,841    | B1 | 08/30/05 | Guy et al.        |
| <u>JS</u> | U48 | 6,961,954    | B1 | 11/01/05 | Maybury et al.    |
| <u>JS</u> | U49 | 2002/0083439 | A1 | 06/27/03 | Eldering          |
| <u>JS</u> | U50 | 2003/0005463 | A1 | 01/02/03 | Macrae et al.     |

#### FOREIGN PATENT DOCUMENTS

None

#### OTHER INFORMATION

(Including Author, Title, Date, Pertinent Pages, Etc.)

\*Examiner Cite  
Initial No.

/James Sheleheda/

05/25/2006

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>LLC</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100

JS

O3 Office Action mailed March 20, 2006, for U.S. Application No. 09/878,139,  
filed June 8, 2001, Examiner Bui.

**Examiner**

**Date Considered**

/James Sheleheda/

05/25/2006

\*Examiner: Initial if reference considered, whether or not citation is in conformance with M.P.E.P. § 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

KLM:sdd

LAW OFFICES OF  
CHRISTENSEN O'CONNOR JOHNSON KINDNESS<sup>PLC</sup>  
1420 Fifth Avenue  
Suite 2800  
Seattle, Washington 98101  
206.682.8100